To: Kim, Aaron J., Impellizzeri, Bernadette F., Smith, Clyde E., Colon, Johnathan, Meeker, Michael W., Perez, A H., Lantigua, Hamilton, Backer, R T., Thompson, Lydell, Finkelstein, Alvin, Heller, Edmund G., Polanco, Fernando A., Morris, Nicole A., Marsh, Christopher J., Battaglione, Oliver R., Reidy, Gerald J., Lustig, Charlotte E., Lesniewski, Ronald J., Imbriano, Michael A., Roseto, Joan M., Dogali, Ellen T., Dabaghian, Charles N., Valderrama, Henry, Wendelken, R W., Santaniello, Peter J., Shlimoun, Sam, Oneil, J F., Haynes, L R., King, K B., Fusco, Peter J., Sorrentino, R A., Ohare, K M., Mccarthy, T A., Schiller, Howard I., Connolly, Joseph C., Cleerdin, Sean, Fabris, Christopher O., Dominguez, Juan J., Gray, Melanie A., Lipson, Arthur S., Many, Daniel C., Hansen, Margaret I., Cobucci, M J., Colclough, Wallace, Krivoshey, M M., Acevedo, Joan A., Harrington, Daniel P., Li, J G., Cafaro, Laura G., Azzara, Veronica F., Radtke, J A., Perskin, Martin P., Gralla, Randi L., Segelke, R F., Fazio, Ronald A., Cruz, Harvey, Reilly, John F., Maisonave, Devora, Vora, Manish, LESLERK, Milillo, Michael, Cabrera, Hector, Watson, Jeffrey K., Mcnish, John J., Hopkins, Holly J., Ferrick, Nikki L.
From: Orourke, Rory
Posted: 6/18/98 14:40
Opened: 6/19/98 15:54
Subject: Overhead Merchandisers

As all of you are aware, when FDA legislation finally passes, the advertising in OPM's will be illegal. For this reason, placement of an overhead costing several hundred dollars should be minimal. While I can't think of a good reason to place an overhead at this time, I am sure there could be one.

Due to the cost of this item, and its relatively short benefit, all orders for an OPM must be routed through your division manager for approval. Your DM will than forward your order form to Phyllis for ordering.

Rory

CC: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Lanny, Mallardi, J, Groll, A P., Perez, F J., Maney, F, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Floyd, Phyllis, Klein, John F., Alese, Louann F., Reuter, Diane E.

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